

QUALITY AREA K

PRODUCTS & SERVICES

QUALITY PRINCIPLE K1

Development of the product or service is underpinned by substantial research

- K1.1 Needs addressed by the product or service are quantified and qualified in initial research and development.
- K1.2 Benefits of the product or service to stakeholders are concrete and clearly articulated.
- K1.3 Widespread industry and expert consultation contributed to development of the product or service.

QUALITY PRINCIPLE K2

The product or service effectively fulfils its purpose

- K2.1 The product or service provides a complete solution to identified stakeholder needs.
- K2.2 Application of the product or service is efficient.
- K2.3 The product or service demonstrates equilibrium on a price-quality attribution matrix.
- K2.4 Processes are in place to ensure that the product or service retains currency and relevance within the ELT industry.

QUALITY PRINCIPLE K3

Processes are in place to maintain the quality of the product or service

- K3.1 Internal continuous improvement processes contribute to quality control and quality assurance of the product or service.
- K3.2 Ongoing review of market alternatives and substitutes takes place and is used to establish a competitive edge.
- K3.3 There are formal processes in place for validation of the product or service against identified standards.

QUALITY PRINCIPLE K4

The product or service demonstrates unique elements and innovation

- K4.1 The product or service development strategy captures and harnesses creative concepts.
- K4.2 Feedback from key stakeholders is integrated into the product or service development and review process.

QUALITY PRINCIPLE K5

The product or service contributes to the advancement of education, specifically English language teaching and cultural development in the community

- K5.1 Benefits to identified community groups are clearly articulated.
- K5.2 The product or service contributes to empowering knowledge partnerships within the global ELT community.